

MELI MELO

PARIS

Using web personalization led to an increase of 67% of the add-to-cart rate

BACKGROUND

MeliMelo is one of the leading brands of fashion and jewelry in Romania. The two founders, Hubert Larmaraud and Stephane Dumas started with a modest store in Bucharest and first opened in 1998. They have now grown their business in Romania and are steadily expanding into neighbouring countries of Moldova and Bulgaria.

Impassioned about beautiful and refined objects, theirs is a success story about brand building and the inspiration a customer can have with their products. Their focus on quality products and a collaborative relationship with suppliers and partners, were key to building the business that it is today.

With over 30 stores in major cities all over Romania, their expansion into the digital world now sees an average of 120k visitors per month and grows steadily.

CHALLENGE

MeliMelo is a very popular retail store. Their aim was to increase the online trust in the brand, and to improve their online conversions and sales. Commonly found in online stores, are frictions that can prevent or hinder a visitor from proceeding to the next step. Trust plays a very important part in reducing this friction and also helps increase buyer confidence for an online product.

It was noted that customers were visiting the physical retail stores to purchase their products more than they would online. MeliMelo wanted to replicate this customer behaviour and increase their purchasing in their online store.

After a thorough audit and analysis, Omniconvert recommended applying a treatment to a specific area. The focus was targeted toward the lower end of their sales funnel. Which was revealed to be an area of significant exit.

SOLUTION

The focus of the experiment was based on the hypothesis that if we show visitors reasons to trust the MeliMelo website, including benefits of online purchasing, then they would readily add more items to their shopping cart.

To do this, MeliMelo and Omniconvert addressed the visitor on the product page. After Qualitative research was conducted on the product page, it was noted that visitors:

Knew what they wanted to buy;
Wanted details about the product;
Were concerned on the return policy;
Were price sensitive on delivery policy and delivery time.

In consideration of the objections and buyer concerns, a personalization was created to address the return policy, the free delivery within specific locations and the two-day delivery time across the country.



RESULTS

Over a period of 15 days, the desktop visitors from major cities in Romania were shown this experiment. Traffic was split evenly (50/50) between control and variation.

With this experiment, MeliMelo received:

An increase of 67.61% in shopping cart entries

A significantly lowered bounce rate

A 97% statistical relevance

Location segmentation can help you create personalized messages for visitors and give them reasons to buy your products.

Optimizing to create long term relationships with online customers is vital when you already know that have chosen your products and services in your retail outlet. The customer experience is at the core of any optimization process. Focusing on developing meaningful relationships through improving trust and eliminating their objections can increase your revenue and strengthen your eCommerce business.

For the customer, even if there is an undeniable trust in the brand and company, there has to be the same level of trust for the website.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.



Omniconvert won a Silver Award for the Overlay/Pop-up Category with this experiment at the "2015 Online Testing Awards" offered by Which Test Won.

"We've never seen anything like this. We thought the (MeliMelo) pop-up, although potentially distracting, was a lot of fun. And, it was very neat that the information within the pop-up was personalized to the user, based on their location."

Which Test Won Jury, 2015

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